

## WHAT IS CLAIMED IS:

1. A personal care composition comprising:
  - a. from about 0.01 to about 5 wt.% of a cationic cellulose polymer, wherein said cationic cellulose polymer has a molecular weight of at least 800,000;
  - b. from about 5 to about 50 wt.% of an anionic surfactant system having an ethoxylate level and a sulfate level,
    - i. wherein said ethoxylate level is in the amount of 1.04 multiplied by the molecular weight of said cationic cellulose polymer divided by 1,000,000 plus from about 0.75 to about 3.25,
    - ii. wherein said sulfate level is in the amount of 0.42 multiplied by the charge density of said cationic cellulose polymer plus from about 1.1 to about 3.6;
  - c. from about 0.01 to about 5 wt.% of a mono or divalent salt; and
  - d. at least about 20 wt.% of an aqueous carrier.
2. The personal care composition of claim 1 wherein said cationic cellulose polymer has a molecular weight of at least about 1.0 million.
3. The personal care composition of claim 1 wherein said cationic cellulose polymer has a charge density of at least about 0.5 meq/gm.
4. The personal care composition of claim 1 wherein said cationic cellulose polymer is present in a concentration of from about 0.1 wt.% to about 2.0 wt.%.
5. The personal care composition of claim 1 wherein said cationic cellulose polymer is Polyquaternium 10.
6. The personal care composition of claim 1 wherein said cationic cellulose polymer is in a coacervate phase or forms a coacervate phase upon dilution.
7. The personal care composition of claim 1 wherein said anionic surfactant system has a ratio of ethoxylated to nonethoxylated surfactant greater than 2:1 and the ethoxylated surfactant contains at least 2 moles of ethoxylation.

8. The personal care composition of claim 1 wherein said anionic surfactant system is selected from the group consisting of alkyl sulfates, alkyl ether sulfates, and mixtures thereof.
9. The personal care composition of claim 1 further comprising zwitterionic or amphoteric surfactants in a concentration of from about 0.5 wt.% to about 20 wt.%.
10. The personal care composition of claim 1 wherein said mono or divalent salt is selected from the group consisting of chlorides, phosphates, sulfates, nitrates, citrates, halides, and mixtures thereof.
11. The personal care composition of claim 1 wherein said mono or divalent salt is present in a concentration of from about 0.05 wt.% to about 3.5 wt.%.
12. The personal care composition of claim 1 further comprising dispersed, water insoluble particles.
13. The personal care composition of claim 1 wherein said personal care composition has a percent transmittance at 600nm of  $\geq 70\%$ .
14. A personal care composition comprising:
  - a. from about 0.01 to about 5 wt.% of a cationic cellulose polymer, wherein said cationic cellulose polymer has a molecular weight of at least 500,000;
  - b. from about 5 to about 50 wt.% of an anionic surfactant system, having an ethoxylate level and a sulfate level
    - i. wherein said ethoxylate is in the amount of 1.04 multiplied by the molecular weight of said cationic cellulose polymer divided by 1,000,000 plus from about 0.75 to about 3.25
    - ii. wherein said sulfate level is in the amount of 0.42 multiplied by the charge density of said cationic cellulose polymer plus from about 1.1 to about 3.6;
  - c. from about 0.01 to about 5 wt.% of a mono or divalent salt;
  - d. from about 0.01 to about 10 wt.% of a conditioning agent having a particle size of  $\leq 80\text{nm}$ , and
  - e. at least about 20 wt.% of an aqueous carrier.

15. The personal care composition of claim 14 wherein said cationic cellulose polymer has a molecular weight of at least about 1.0 million.
16. The personal care composition of claim 14 wherein said cationic cellulose polymer has a charge density of at least about 0.5 meq/gm.
17. The personal care composition of claim 14 wherein said cationic cellulose polymer is present in a concentration of from about 0.1 wt.% to about 2.0 wt.%.
18. The personal care composition of claim 14 wherein said cationic cellulose polymer is Polyquaternium 10.
19. The personal care composition of claim 14 wherein said cationic cellulose polymer is in a coacervate phase or forms a coacervate phase upon dilution.
20. The personal care composition of claim 14 wherein said anionic surfactant system has a ratio of ethoxylated to nonethoxylated surfactant greater than 2:1 and the ethoxylated surfactant contains at least 2 moles of ethoxylation.
21. The personal care composition of claim 14 wherein said anionic surfactant system is selected from the group consisting of alkyl sulfates, alkyl ether sulfates, and mixtures thereof.
22. The personal care composition of claim 14 further comprising zwitterionic or amphoteric surfactants in a concentration of from about 0.5 wt.% to about 20 wt.%.
23. The personal care composition of claim 14 wherein said mono or divalent salt is selected from the group consisting of chlorides, phosphates, sulfates, nitrates, citrates, halides, and mixtures thereof.
24. The personal care composition of claim 14 wherein said mono or divalent salt is present in a concentration of from about 0.05 wt.% to about 3.5 wt.%.
25. The personal care composition of claim 14 further comprising dispersed, water insoluble particles.

26. The personal care composition of claim 14 wherein said conditioning agent is selected from the group consisting of silicone oils, hydrocarbon oils, polyolefins, fatty esters, fluorinated compounds, and mixtures thereof.
27. The personal care composition of claim 14 wherein said conditioning agent has a particle size of  $\leq 50\text{nm}$ .
28. A method of treating hair or skin by administering a safe and effective amount of said personal care compositions.